

Business Week

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Dear Reader:

The word is out that BUSINESS WEEK turned down 16,355 subscriptions last year alone ...

... or, to put it in more commercially dramatic terms, an income of \$163,356.

Well, it's true. But the inference that we've gone soft in the head is grossly unfair. We've always followed the paradoxical policy of rejecting subscriptions from some folks while -- at the very same time -- soliciting them from others.

The reason is simply that BUSINESS WEEK is a special kind of magazine ... published for a special kind of reader. It is meant exclusively for management men who hold responsible positions in business and industry.

You'd think, wouldn't you, that housewives ... ferryboat captains ... basketball players ... barbers ... and affluent jockeys would understand the publication is not for them. But they keep sending orders anyway. We turn them down as gently as we can. But hell hath no fury like a reader scorned. And our circulation men have the scar tissue to show for it.

Under these painful circumstances, naturally we have a very warm place in our hearts for you men of business whose specific interests our entire publication is designed to serve.

So, as a bonus for joining our family of regular readers, we have compiled an extraordinary series of reports on major opportunities and problems confronting business today. These informative, thought-provoking studies, we feel certain will help any executive deal with the realities of our complex business world more effectively than ever.

The new edition of our EXECUTIVE PORTFOLIO brings you 16 penetrating reports, all generously illustrated, on these timely subjects:

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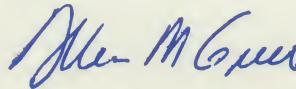
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BUSINESS WEEK

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